

# IMC 556: Multicultural Marketing Communication

## SCHOOL OF JOURNALISM & NEW MEDIA

Investigation and analysis of cultural diversity in integrated marketing communications and its effect on values, lifestyles and consumer behavior in international markets and within the United States; students will learn to anticipate cultural problems and optimize communications for different societies.

3 Credits

### Prerequisites

- [IMC 404: Integrated Marketing Comm Research](#) (Minimum grade: C)
- Course may be repeated only once.

### Instruction Type(s)

- Lecture/Lab: Lecture/Lab for IMC 556

### Subject Areas

- [Journalism](#)

### Related Areas

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

